



Business Photography Services RFP

Project Summary

The Eureka Springs City Advertising & Promotion Commission (CAPC) is seeking an experienced and qualified photographer for a business photography project. The selected professional will be responsible for producing a variety of images at local Eureka Springs businesses, which will be used in various marketing efforts such as advertising, social media, email newsletters, public relations and more.

Organizational Background

The Eureka Springs CAPC contributes to the economic growth of the area by developing and promoting Eureka Springs as a destination for leisure travel, meetings, conventions, and events while enhancing our visitors' experiences.

Respondents must be able to provide the following:

- Professional photographer with demonstrated expertise in lifestyle photography and architectural photography
- Digital portfolio of prior work samples
- Camera(s), lighting and other photography equipment required for the capturing, processing, and delivery of digital photographs
- Experienced staff or contracted associate to assist as needed throughout the shoot. Must provide bio and/or resume as part of this RFP response.
- Capture images onsite, digitally retouch as needed, and return final photos in a timely manner
- References: Please provide 3 client references for projects similar in scope. Include contact information (email or phone).

Statement of Work

Scope of Services

Selected photographer will be responsible for planning and executing a 1 or 2-day photo production, covering (5) confirmed locations/businesses, with final delivery of (8) images per location.



The shoot will be produced by the photographers. This will include scheduling and managing businesses included in the project.

- All production expenses to be managed by the photographer, including but not limited to: Equipment and supplies, local crew, local airport transfers, rental vehicles, props, wardrobe, catering, permit submission and applicable fees, accommodations, etc.

Shot List

- Interior and Exterior of locations
- Business Signage
- Restaurants: Food and beverage, staff
- Business: Product or apparel
- Owner/Employees

Deliverables

- Photos
 - 8 retouched images per location in TIF and JPG format
 - All raw image files captured

Usage License

Photography

- The license would be exclusive to the Eureka Springs CAPC and the respective businesses participating in the program.
- Unlimited use in perpetuity global/worldwide
- Media Usage: broadcast, print and web or any other medium now known or hereafter

Evaluation Scale (0-100)

1. Proposal Requirements (0-25 points)
 - a. Ability to provide the Services described in the RFP, including capacity to achieve the scope of services and deliverables described in this RFP.
2. Qualifications & Experience (0-25 points)



- a. Professional qualifications and specialized experience of the respondent and team committed to this project.
 - b. Evidence of prior experience
3. Quality, Effectiveness and Variety of Work Samples (0-25 points)
 - a. Portfolio of relevant photography examples
4. Budget (0-25 points)
 - a. Proposed project budget

After the evaluation committee completes its review of proposals, it will recommend a short list of respondents or the evaluation committee may forgo this process and submit a recommendation to select one or more respondents or a recommendation to reject any or all Proposals.

Application Process

Please submit a PDF proposal outlining the following, no later than 5:00 p.m. CST on Friday, November 25, 2022. Proposals will only be accepted through email to admin@eurekasprings.org.

Your proposal should outline:

- Your ability to provide the services described in the above RFP
- Your qualifications and experience
- Total flat fee project budget for the proposed project, inclusive of travel, labor, etc.

Any questions regarding the RFP should be directed to admin@eurekasprings.org by Monday, November 21, 2022.